North Central Regional Transit District (NCRTD)
Resolution No. 2016-07

ADOPTION OF THE AMENDED NCRTD SOCIAL MEDIA POLICY

WHEREAS, the NCRTD's presence on social media platforms create a forum for information about issues that are important to customers; and

WHEREAS, social media allows the NCRTD to share information beyond the conventional website experience; and

WHEREAS, social media as a means of obtaining and sharing information has grown exponentially in a few short years and is expected to continue; and

WHEREAS, the use of social media amongst transit agencies has become a standard means of disseminating information to riders and stakeholders; and

WHEREAS, the launch of the Intelligent Transportation System has expanded the District's appeal to a new ridership, comfortable with digital technologies, who tend to be users of social media; and

WHEREAS, the NCRTD desires to implement and move forward with the stated social media policy.

NOW THEREFORE BE IT RESOLVED BY THE NCRTD BOARD THAT, the amended NCRTD Social Media Policy is approved and adopted as amended and attached hereto as "NCRTD Social Media Policy" on this 5th day of February, 2016.

Daniel Barrone, Chair

Approved as to form:

Peter Dwyer, Counsel

NCRTD OFFICIAL DOCUMENT